

EVENT SELECTION
DATA SHEET

DATE: November 7, 1984

CITY/STATE: New Orleans, LA POPULATION: _____
FESTIVAL: French Quarter Festival
LOCATION: French Quarter on Mississippi
DATES: April 12-14, 1985 ATTENDANCE: 80 M/day
CONTACT NAME: Sandra Dartus TITLE: Festival Coordinator
ORGANIZATION: Jackson Brewery - organize the festival
PHONE: 504-581-4082 (city festival)
FESTIVAL ACTIVITIES: parade, riverboat parties, fireboats, concerts
on the river

PREVIOUS SPONSORS: Coca-Cola, Budweiser (locals)

CURRENT SPONSORS: _____

1985 BUDGET: _____

CLIENT TO SPONSOR FIREWORKS: Yes - great!

CLIENT TO SAMPLE: Yes

CLIENT ALLOWED BOOTH FOR GIVEAWAYS: yes

ENTRY TICKETS NUMBERED: Free event

CLIENT ALLOWED SIGNAGE: Yes

ORGANIZATION TO HANDLE ALL P.R. AND MEDIA-RELATED ADVERTISEMENTS
(POSTERS, PROGRAM, RADIO, TV, ETC.): PSA's, all free advertising

IF ENTRY FEE REQUIRED, CLIENT ALLOWED 100 FREE TICKETS: _____

HOW MANY LOCAL TV STATIONS: 3 RADIO: _____ NEWSPAPERS: 2

ADDITIONAL INFORMATION: A new festival - tremendous success.

Fireworks can be on the wharf area or on barge from the river.

This could reach all towns built around the river.

ATTACHMENT _____

MB019t

2044146684